



**LIFE SCIENCE
NATION**

Connecting Products, Services & Capital

Entrepreneurial Education Track/Series

Global Partnering Campaign and Roadshow Preparation



 **The LSN Story of Entrepreneurial Education**

For over a decade, Life Science Nation (LSN) has been matching together elite early-stage technology assets with capital investors, channel partners, and licensing collaborators to help bring these innovative assets to market faster. In this time, LSN has interacted with over 5,000 early-stage fundraising executives and scientist-entrepreneurs who are making a major transition from the academic world to the business development domain. The problem that LSN is solving with the Focus on Cures (FOC) Accelerator Entrepreneurial Education Curriculum is that these early life science startups who are in need of early-stage funding (Seed, Series A & Series B), all of whom are making this major transition, commonly lack a comprehensive background in the business development, sales, and marketing fields which are essential to growing their company

The problem is then compounded because early-stage companies also have to be able to assemble a list of global capital investors and licensing partners that are a fit for their particular stage of development and product. Whilst many startups do manage to acquire a general investor list or spreadsheet of partners, those lists are never current and accurate, so they will waste valuable time learning the hard lesson of how to aggregate a clean list of partners that are appropriate to pursue. Then, once an early-stage company manages to procure a good list of potential partners, they have to put that list into a Customer Relationship Management (CRM) tool that allows them to properly manage and curate the list. These are all components of learning how to launch and execute a global partnering campaign which are commonly passed over in traditional education courses offered by various tech hub organizations.

A global partnering campaign can take anywhere from 9-18 months and therefore, one needs to be fully prepared in all the nuts and bolts of exactly what it will take to be successful. LSN Founder & CEO, Dennis Ford, has written a book on the subject, *The Life Science Executive's Fundraising Manifesto*, and over a ten-year period has developed a process for getting scientist-entrepreneurs prepared for a global partnering campaign. Using the book as a basis, Dennis and LSN staff have created an entrepreneurial curriculum that has been very effective in training the scientist-entrepreneurs. This involves a process, that when followed, produces great results for the early-stage company. An essential component of this is the value of getting your story straight and developing an easy-to-understand, compelling narrative about your team, technology, and market (something that is glossed over regularly in traditional entrepreneurial education courses). The slide below features the steps that a startup must go through to get their branding and messaging cogent, and the tools and actions required to go from being a regional startup entity to getting a global partnering campaign launched.

 **Components of a Global Partnering Campaign**

- I. Get your story straight
- II. Put marketing collateral in place
- III. Get a list of partners who fit your product and stage of development
- IV. Move that list into a CRM tool
- V. Adroitly execute email and phone canvassing for setting up meetings and going to partnering events
- VI. Manage partner accounts that show interest and understand the art of follow-up
- VII. Establish dialogue, nurture a relationship, close a capital allocation or licensing deal



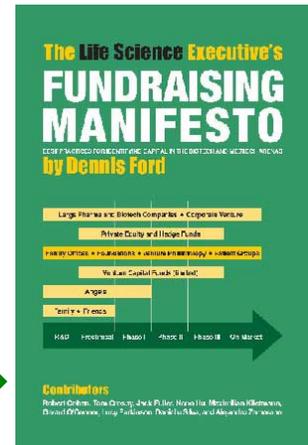
About Life Science Nation

Life Science Nation is the industry leader in connecting early-stage life science firms with capital investors, channel partners, and licensing collaborators. Through the Redefining Early-Stage Investment (RESI) partnering conferences and LSN Investor & Business Development Database systems, LSN has helped over 400 companies raise over \$5 billion USD in the past decade.

Check our websites:

- [Life Science Nation](#)
- [RESI Conference Series](#)

Click to download the digital copy
of *The Life Science Executive's
Fundraising Manifesto*



The Business Development team at Life Science Nation is available to answer questions and share additional details to help you meet your partnership goals!

International



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**LIFE SCIENCE
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Connecting Products, Services & Capital

Digital RESI March Education Classes





Education Classes Brief Description



It All Starts with The Story

LSN Presenter:

- **Dennis Ford**, Founder and CEO

The most successful entrepreneurs are always the best storytellers. Finding a way to naturally formulate your company's unique story and portraying this through multiple modalities whether it be a 1-minute elevator pitch or a 12-slide pitch deck is one of the most effective ways to get potential investors and partners on board with your value proposition. This bootcamp will cover the importance of entrepreneurial agency, finding your voice and developing a compelling narrative for the different players that will emerge along a deal chain, and language tools to refine your hook.



First-Time CEOs: Avoiding Pitfalls

LSN Presenter:

- **Dennis Ford**, Founder and CEO

This session will cover some of the most common pitfalls that catch first-time and serial entrepreneurs off guard. From false premise and being tentative to surrounding yourself with executives that do not have augmentative and complimentary skillsets, there are many things that can slow the growth of your early-stage life science entity. By learning how to avoid these issues and not run yourself over, your chances of making it to the market will increase greatly.



Tagline & Elevator Pitch

LSN Presenters:

- **Candice He**, VP of BD, Global Investment Strategist
- **Joey Wong**, Investor Research Analyst, Hong Kong BD

Distilling your company identity into a 5-7 word tagline and then expanding upon that in a 5-7 sentence elevator pitch is one of the most fundamental business development skills that early-stage entrepreneurs must master when launching global partnering campaigns. Join us to learn how to develop a compelling tagline and convincing elevator pitch to grip the attention of your target investors and licensing partners.

 **Executive Summary + Tear Sheet****LSN Presenters:**

- **Dennis Ford**, Founder and CEO
- **Greg Mannix**, VP of International BD

This session will cover how to develop a compelling 2-page executive summary and 1-page tear sheet, two of the most important materials to have at the ready for interested investors and licensing partners. While the executive summary covers a deeper dive into your company's history, product, and management team, the tear sheet can be used to synthesize all of the most important elements of your company in 5-10 minutes (ideal for partners looking to skim through a document).

 **Pitch Deck & The 10 Myths of Fundraising****LSN Presenters:**

- **Claire Jeong**, VP of Investor Research, Asia BD
- **Karen Deyo**, Director of Research, Israel BD

The pitch deck is the final piece of marketing collateral (having previously established your tagline, elevator pitch, executive summary, and tear sheet) that can help cogently tell your company's unique story and highlight its key value points. As the pitch deck is one of the most commonly requested materials by investors and licensing partners, this session will also cover the 10 myths of fundraising to help elucidate some common misconceptions when launching global campaigns.

 **Strategies for Successful Partnering****LSN Presenters:**

- **Greg Mannix**, VP of International BD
- **Karen Deyo**, Director of Research, Israel BD

Take a deep dive into your outreach campaign. Learn more about our proven successful strategy and how to craft your messages from your initial outreach and each follow up message after that.

Course Instructors

Dennis Ford – Founder & CEO, Life Science Nation

Dennis Ford is an entrepreneur, author, and frontier technologist with deep expertise in sales, marketing, and business development. Dennis has spent a decade in the early-stage life science arena creating a partnering platform that matches next-generation drugs, devices, diagnostics, and digital health products with investor and licensing partners. Dennis has developed an active network of global investors ranging from Family Offices, Private Equity, Venture Capital, Foundations, and Endowments to large Corporate and Pharmaceutical firms interested in high-growth early-stage technologies. Dennis has also pioneered a unique global partnering event called the Redefining Early-Stage Investments Conference Series that matches investors and licensing partners with startup firms based on stage of development and product.

Dennis is the author of *The Peddler's Prerogative* and *The Fund Manager's Marketing Manifesto*, two well-received sales and marketing books. His latest book is *The Life Science Executive's Fundraising Manifesto* which he turned into a two-week immersion class for scientist-entrepreneurs and fundraising CEO's which is now offered to help launch and fund startups into the global life science arena. Dennis is working on his fourth book, *The Entrepreneur Elucidated*, that is scheduled for a 2022 release.

Gregory Mannix – VP of International Business Development, Life Science Nation

Greg Mannix is Vice President of International Business Development at Life Science Nation. After graduating from the University of California, he moved to Europe where he began a career in the life sciences and obtained a Masters degree from IE Business School in Madrid. He has extensive experience in sales and marketing management in the medical devices field. He has worked extensively in Europe, North America and Latin America and he speaks English, Spanish and French. Greg's role at LSN is to provide international early-stage companies with the tools and strategies to successfully fundraise and to facilitate cross-border investments, licensing, and M&A transactions.

Claire Jeong - VP of Investor Research, Asia BD, Life Science Nation

As VP of Investor Research and Asia BD at LSN, Claire is responsible for curating the LSN Investor Database and manages relationships with a wide network of investors and pharmaceuticals across the globe, including groups in South Korea and Japan, leveraging her global network. In addition, Claire is the team lead for the Innovation Challenge, a start-up competition organized during every RESI conference. Claire graduated from Boston College with a Bachelor of Science Degree as a Biochemistry Major and Mathematics Minor.

Candice He - VP of BD, Global Investment Strategist, Life Science Nation

Candice leads the business development team at Life Science Nation and manages the relationship with the LSN entrepreneur community on the east coast USA and China. Working closely with other team leads at LSN, Candice is in charge of analyzing user experience to improve existing products and designing new programs for life science startups, service providers, and tech hubs. As the Global Investment Strategist, she is the lead in expanding the business to the Chinese market, and was the project manager for RESI Shanghai 2019, the first

RESI Conference in Asia. Candice worked for Boston Angel Club after obtaining her Master of Science in Finance (MSF) from Brandeis University in Boston.

Karen Deyo - Director of Research, Israel Business Development, Life Science Nation

Karen Deyo is an Investor Research Analyst at Life Science Nation. In addition to her role curating the LSN Investor Database, she is actively involved in Israel BD, utilizing her professional and personal connections to connect LSN to the Israeli life sciences startup community. Karen has a Masters of Engineering in Biomedical Engineering as well as a Certificate in Graduate Business Study from Worcester Polytechnic Institute and a Bachelor of Science degree in Engineering with a concentration in Bioengineering from Olin College of Engineering.

Joey Wong - Investor Research Analyst, Hong Kong BD, Life Science Nation

Joey (Kwanyi) Wong is a Senior Investor Research Analyst at Life Science Nation (LSN). Joey is responsible for forming and maintaining relationships with investors, identifying their investment criteria, and updating their investment profiles for the LSN Investor Platform. She also recruits investor panelists and attendees for the RESI conferences. Besides working with investors, Joey evaluates companies that apply to the RESI Innovation Challenge and is in charge of LSN's business development in Hong Kong, China.

Joey graduated from Brandeis University with a BS in Neuroscience and a BA in Psychology. Prior to joining LSN, she was also a research assistant at a Neuropsychology lab and a business intern at a MassChallenge company.